AUTOMATION ■ KIDS IN THE KITCHEN ■ CATERING

THE MONTHLY MAGAZINE OF THE NATIONAL RESTAURANT ASSOCIATION

VOL. 11 □ NO. 1 □ JANUARY 1991

We're glad you're here!

RESTAURANTS USA

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WO HEADS ARE BETTER THAN ONE

SUPPLIERS AND OPERATORS

working together

ASSOCIATION MEETINGS

SEMINARS

In addressing the changing and specific training needs of foodservice operations, The Educational Foundation of the National Restaurant Association is expanding its in-house seminar programs to offer organizations more options for cost-effective training. The in-house programs can be customized, allowing operations to pinpoint their specific training needs and then receive that training within their own facilities.

In redirecting its seminar programs, the foundation will no longer offer national seminars, with the exception of a few special programs throughout the year (including the National Restaurant Association Show in May). The concentration on in-house programs allows the foundation to continue offering its former national seminar topics as in-house programs, while creating new workshops that focus on individual training needs.

More personalized training is vital to achieving the foundation's goal of upgrading the job of the professional foodservice manager. Over the next few months, the foundation will be working with operations, state associations and trade groups to set up in-house programs.

For more information on setting up in-house programs, contact the educational foundation's instructional services department at 1-800-765-2122.

For information, contact:
Educational Foundation of the National Restaurant Association
250 South Wacker Drive
Chicago, IL 60606
(312) 715-1010 or 1-800-765-2122

If your company is interested in our in-house programs, call or write to the attention of Jeff Harrison at the above address.

Note: *All Chicago seminars are held in the educational foundation's conference center at 250 South Wacker Drive.*

EXECUTIVE STUDY GROUP SERIES

International Development Executives
1/9–11 Dallas, TX

Safety Officers
1/23–25 Miami, FL

Large Independent Operators
2/12–15 St. Thomas, VI

Human Resources (formerly Labor Relations)
2/28–3/1 San Diego, CA

Internal Audit
3/19–22 San Diego, CA

Tax Executives
4/2–5 Coronado, CA

Financial Officers
4/3–5 Coronado, CA

Management Information Systems
4/16–19 Santa Fe, NM

Quality Assurance
4/24–26 Monterey, CA

Environmental Affairs Officers
4/3–5 Boston, MA

Marketing Executives
5/15–18 Chicago, IL

MAECO
5/15–17 Chicago, IL

Foodservice Purchasing Managers
5/16–17 Chicago, IL

For more information on specific study groups, contact: Philip Kralovec, (312) 853-2525.

The Executive Study Groups present semi-annual professional development programs for executives who would like to meet with their industry peers to share ideas and concerns. Executives in each of the aforementioned disciplines from member foodservice companies are welcome and encouraged to participate.

Note: *A new study group focusing on international development is currently forming. Any persons interested in participating in this group are encouraged to contact Philip Kralovec.*

COURSES AND BOOKS AVAILABLE

Certification Courses
Applied Foodservice Sanitation
Applied Foodservice Purchasing
Managing Quantity Food Production
Management by Menu
The Financial Ingredient in Foodservice Management
Foodservice: A Managerial Approach
Legal Aspects of Foodservice Management
Foodservice Supervision: Achieving Success through People
Effective Foodservice Marketing
Introduction to the Foodservice Industry/ Introduction to Foodservice Management
NEW! Principles of Professional Cooking
NEW! Managing Foodservice Facilities and Equipment
NEW! Nutrition for the Foodservice Manager
NEW! Foodservice Management Accounting

Self-Development Courses
Protecting Restaurant Profits: Managing Security
Effective Communication
Managing People
Restaurant Operations and Control
Restaurant Purchasing
Bar and Beverage Management
Helping People Grow
Service: Managing the Guest Experience

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PRESIDENT'S REPORT

Michael E. Hurst, owner
15th Street Fisheries, Ft. Lauderdale, FL

Meetings held with new members of Congress

Important issues in 1991

National Restaurant Association lobbyists have been busy meeting with newly elected members of Congress and have begun familiarizing them with the foodservice industry's stance on key legislative issues. The 102nd Congress convenes this month.

Several unresolved issues relevant to our industry will be considered again in 1991, including parental leave and civil-rights legislation. Last session, Congress passed bills dealing with both issues, but they were vetoed by the President. We will again press for repeal of employer-paid FICA taxes on tips and reinstatement of the small-business exemption to the minimum-wage law. Through our grassroots lobbying efforts, we have already garnered considerable support on these issues, and we will continue to seek further support during the upcoming session.

Other issues likely to be debated in the next session include mandatory food labeling, attempts to lower the blood-alcohol-content level connected with drunk driving, new tip-reporting requirements and increased restrictions on teen labor.

Speakers chosen for ADA symposium

Representatives from the Department of Justice and the Equal Employment Opportunity Commission (EEOC) will speak at the association's national symposium, "The Americans with Disabilities Act: Answers for the Foodservice Operator," on March 7, 1991, in Washington DC. The Department of Justice is responsible for the public-accommodation regulations, and the EEOC is responsible for the employment regulations—two areas that will greatly affect our industry.

At the symposium, a panel composed of several foodservice operators will ask questions of the speakers and provide feedback on the proposed regulations. Attendance at the symposium will be limited to 300 persons, so register early. The registration fee is $125. For more information, contact the government affairs department at (202) 331-5900.

PAC insert in this issue

Enclosed in this month's magazine is an insert from the NRA-PAC. The insert includes an authorization card that will allow the association to contact you about our program to support candidates who share our industry's concerns on important legislative issues. Now more than ever, the industry needs your support, so please sign and return the card soon to be included in our PAC efforts. For more information, contact the political affairs department at (202) 331-5900.

Gearing up for International Food Media Conference

The communications department is preparing for the International Food Media Conference to be held February 14, 1991, in Dallas. At the conference, I will be speaking about the state of the foodservice industry, and we will provide the editors with material for stories on the effect of the economy on the industry, successful at-

Foodservice—first in number of units

Commercial Foodservice	483,000
Institutional Foodservice	173,000
Military Foodservice	1,000

Foodservice sales have risen dramatically since 1970

Year	Sales(billion $)
1970	$ 42.8
1975	70.3
1980	119.6
1988	211.8
1991	248.1

For further information, contact:
National Restaurant Association
1200 17th St., NW, Washington, D.C. 20036
(202) 331-5900

National Restaurant Association

1990 – 1991 Foodservice Industry Pocket Factbook

1991 Sales	$248.1 Billion
Units	657,000
Employees	8+ Million
Foodservice Share of the Food Dollar	43%

Foodservice Sales Projection, 1991: $248.1 billion

	Sales '91 (billion $)
Commercial Foodservice	
Eating Places	$162.6
Drinking Places	8.7
Foodservice Contractors	15.3
Hotel/Motel Restaurants	15.7
Other: Retail, Vending, Recreation	17.2
	$219.5
Institutional Foodservice	
Businesses, schools, hospitals, nursing homes and others which operate their own foodservice	$ 27.6
Military Foodservice	
Base exchange, officers' and NCO club foodservice	$ 1.0
Projected 1991 Sales Total	**$248.1**

Foodservice—an integral part of our nation's economy

- Foodservice industry sales will rise 5.2% in 1991 and equal nearly 5% of the U.S. GNP.
- One out of four retail outlets is an eating or drinking establishment.
- Eating and drinking places are first among all retailers in the number of establishments and number of employees.
- Total annual wages and benefits equal $25 billion for restaurants and lunchrooms, and $20 billion for fast food establishments.

Foodservice is a ladder to management opportunity

- Seven out of 10 supervisors in food preparation and service occupations are women.
- More than 500,000 people will be employed in managerial and administrative occupations at eating and drinking places by 2000.
- In 1989, 12% of the 356,000 food preparation and service supervisors were black and 9% Hispanic.

The National Restaurant Association's on-going consumer research reveals

- Almost 50% of all consumers visit a restaurant on their birthdays, making birthdays the most popular restaurant holiday. Mother's Day and Father's Day are second and third.
- Fridays are the most prevalent day to eat out, followed by Saturdays and Thursdays.
- Chinese, Italian and Mexican are the most popular ethnic foods in restaurants. At least three out of four adults have eaten these foods in the past.
- The average household spent $620 per person per year on food away from home.
- 39% of consumers report choosing nutritious items when ordering in restaurants in 1989, up from 35% in 1986.
- Off-premise restaurant traffic grew by more than 12% between 1986 and 1989, while on-premise traffic remained stable.
- Takeout and delivery from restaurants is most popular among singles, households with children, and people under age 30.

The typical employee in a food service occupation is:

- a female (60%)
- under 30 years of age (58%)
- a high school graduate (62%)
- unmarried (63%)
- living in a household with relatives (81%)
- a part-time employee working an average of 26 hours per week.

Eating and drinking places are mostly small businesses.

- Nearly three out of four (72%) had annual sales of less than $500,000 in 1987.
- Three out of four are single-unit operations.
- One out of three are sole proprietorships.
- There are more proprietorships and partnerships among eating and drinking places than in any other retail trade.

Chains and franchises continue to grow in importance

- Franchise restaurants should number 102,135 units in 1990—up 13% from 1988.
- Sales at franchise restaurants reached $64.3 billion in 1988, accounting for 46% of eating place sales.
- There were 6,996 franchise restaurants located outside the United States in 1988, 77% more than in 1980.
- More than one out of four (26%) international franchise restaurant units were located in Japan. An additional 19% were located in Canada.
- Franchise restaurants had unit sales of $711,500 in 1988, substantially higher than the $526,038 average for all types of franchises.
- Hamburger (including roast beef, frankfurter and other related themes) franchises accounted for 2 out of 5 franchise restaurant units in 1988.

Foodservice—first in daily customer contact

- The likelihood of patronizing foodservice decreases with age. 68% of 18 to 24-year-olds are restaurant patrons on a typical day, compared with 34% of adults over 65.
- Men are slightly more likely to eat out than women. 57% of men eat out on a typical day compared with 47% of women.
- Per person check averaged $3.79 in 1989.
- Thirty percent of adults are foodservice patrons at lunch, 24% are patrons at dinner and 7% are patrons at breakfast.
- On a typical day, 37% of adults eat on-premise, while 21% purchase food for off-premise consumption.
- Men are more likely than women to patronize restaurants for lunch.
- Seven out of 10 adults eat at a casual restaurant at least once a month, with 29% visiting a casual restaurant at least once a week.